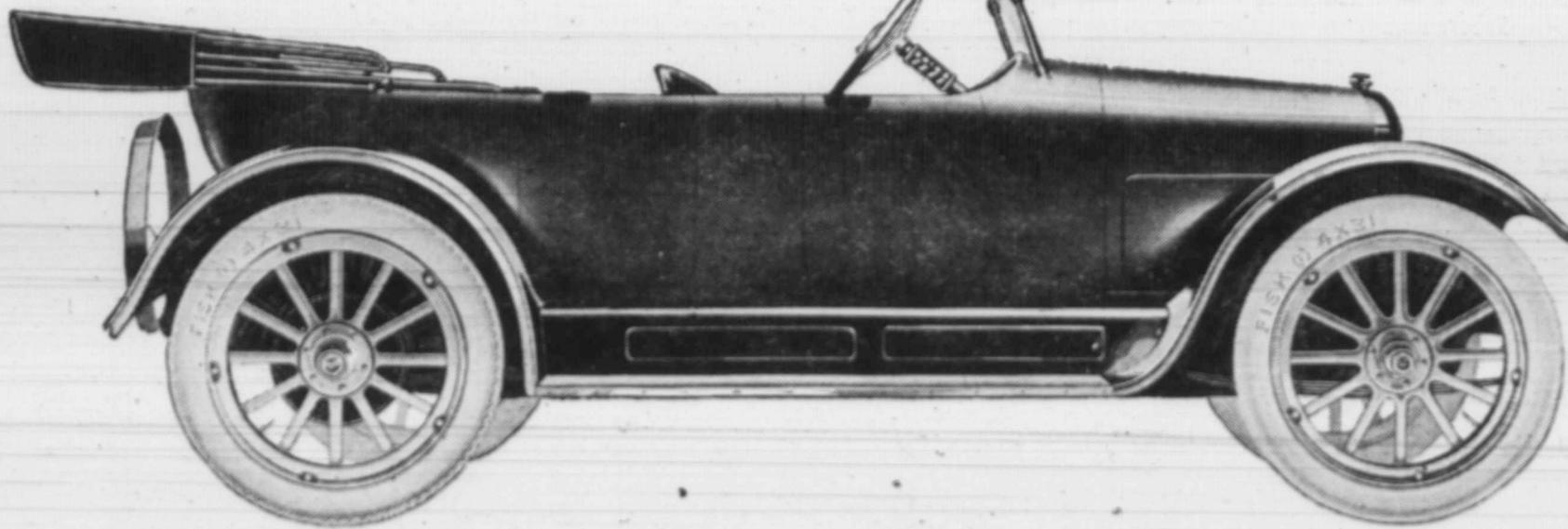


The Light Four  
5 Passenger Touring  
**\$930**  
*f.o.b. Toronto*

*Overland*  
TRADE MARK REG.



## A Comprehensive Line of Automobiles All New Values

From your point of view this announcement is most important.

For herein we set forth the achievement toward which the Willys-Overland Organization has aimed for the last eight years.

This achievement in a word is the completion of our gigantic organization to a point where we could make and market a comprehensive line of automobiles under one head.

One executive organization,  
—one factory management,  
—one purchasing unit,  
—one sales expense,  
—one group of dealers,  
plan, produce and sell the entire line.

Buying power is concentrated. Costs are distributed over all these cars. The savings are tremendous.

As a result we are producing cars of exceptional quality—and marketing them at unusually low prices.

Every car is built to a rigid standard of performance, comfort and appearance.

The new Light Four at \$930 is a striking example.

It has good style—built low with harmonious and full sweeping body lines. It is a beautiful car in every sense of the word.

The motor is powerful, quiet and of sturdy construction. The turning radius is short. The car has a quick acceleration and is built to tour safely and comfortably from the Atlantic to the Pacific.

And with all these good qualities *it rides beautifully*. The soft cushions, the long resilient cantilever rear springs, the large tires (31x4) and the proper balance in construction absorb all types of jolts—the choppy cobblestone, the cuppy macadam and the heavy ruts and thank-you-ma'ams of the highways.

Yet this is but one of the new Willys-Overland values.

Never before have the economies of vast production been available for buyers of every class of car.

And the Overland Policy of greater production, higher quality, lower price is exemplified in every model and type.

Catalogs on request. Please address Dept. 918

### Willys-Overland Limited

West Toronto, Can.

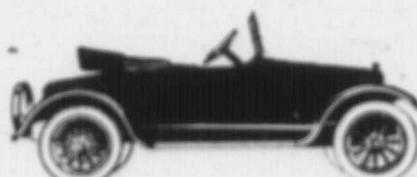
Willys-Knight and Overland Automobiles  
and Light Commercial Cars



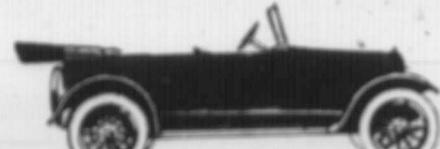
Two Passenger Roadster  
Light Four, 104 in. wheelbase, 1916



Four Seater Sport Model  
The Country Club, 104 in. wheelbase, 1916



Big Four Roadster, 112 in. wheelbase, 1917  
Light Six Roadster, 116 in. wheelbase, 1918



Big Four Touring, 112 in. wheelbase, 1917  
Light Six Touring, 116 in. wheelbase, 1918

All prices f. o. b. Toronto

Subject to change without notice